LOGO USAGE

On the following pages, you'll find the design usage standards for the U.S. Air Force logos incorporating the "Above All." tag line and its "AIR | SPACE | CYBERSPACE" component.

4C CHROME LOGO

4C CHROME LOGO

Note: Black box used only to highlight white in logo

1C BLUE (PMS 287) LOGO

1C BLACK LOGO

1C WHITE LOGO

Note: Black box used only to highlight white logo

THE FOLLOWING LANGUAGE NEEDS TO BE INCLUDED ON ALL PUBLISHED PIECES THAT FEATURE THE LOGO: The Air Force logo is a registered trademark of the United States Air Force. The tagline Above All. is also trademarked by the United States Air Force. Both marks are the exclusive property of the Department of the Air Force.

ACADEMY LOGO 1C BLUE PMS 287

ACADEMY LOGO — 1C BLACK

ACADEMY LOGO — 1C WHITE

Note: Black box used only to highlight white logo

U.S. AIR FORCE R.O.T.C.

ROTC LOGO 1C BLUE PMS 287

ROTC LOGO — 1C BLACK

ROTC LOGO — 1C WHITE

Note: Black box used only to highlight white logo

LOGO STANDARDS |

All uses of the logo should always allow for a minimum .25" border around all the elements.

.25"

Space between the USAF and tag line should be equal to one type height of the tag line

Typeface: BANK GOTHIC BT — 10-pt. kerning

Space between the USAF and tag line should be equal to the height of two of the tag lines.

Typeface: BANK GOTHIC BT — 25-pt. kerning

.25"

TAG LINE GUIDELINES

Logo Size: In cases where the AF logo must be significantly reduced in size and type legibility is called into question, it is advised to remove the "AIR | SPACE | CYBERSPACE" tag.

INCORRECT   CORRECT

Other Exemptions: For logo use in mediums where vertical space is limited **(e.g., web banners),** the "AIR | SPACE | CYBERSPACE" tag can be relocated or animated as needed. This also applies to other broadcast or visual media where the type can animate in place and be replaced by "Above All." However, all sizing ratios and font/type weights should remain consistent. In special print cases, the tag line is allowed to exist on its own as long as all other graphic standards are upheld.

Guidelines: For the purposes of **internal communications only**, it is acceptable to insert certain words before the phrase "Above All." though the words should never appear next to the logo. This is not for external use. In terms of what words are acceptable, any word appearing before "Above All." in internal communication should speak to the Air Force mission or values. In other words, it should answer "What do we do?" or "How do we do it?" **For example:**

Integrity **ABOVE ALL.**

ACCEPTABLE

- Defending America

- Integrity

- Service (before self)

- Excellence (in all we do)

NOT ACCEPTABLE
(not related to AF mission or values)

X   Cleanliness

X   Speed

X   Honesty

IMPROPER LOGO USAGE

DO NOT ALTER THE TYPEFACE.

DO NOT ALTER THE LEADING.

DO NOT ALTER THE SIZE
OF THE TAG LINE.

DO NOT ALTER THE PLACEMENT
OF THE TAG LINE ELEMENTS.

DO NOT CHANGE THE COLOR OF
THE LOGO. ONLY USE APPROVED
LOGO COLORS — SEE PAGE 1.

DO NOT ALTER OR ADD TO THE LOGO
IN ANY WAY.